BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 14: Creative Promotion**
Learning aims	**B:** Review the effectiveness of the promotional mix used by different businesses **C:** Create a plan for a promotional campaign
Assignment title	Promotional Communications
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have started your work experience job in marketing communications, and the Communications Executive has asked you to compile a report that reviews the effectiveness of the promotional mix for contrasting businesses. You may use the businesses you researched for Learning Aim A.

Task 1	You have been asked to independently research the promotional mixes used by contrasting businesses. The report will evaluate the extent to which internal and external factors will influence the success of promotional activity used by contrasting businesses to contribute to the achievement of business aims. **Independent Research** You should start by choosing two contrasting suitable businesses. These may be the businesses chosen for Learning aim A. You will need to carry out research into how effective the promotional mix used by each business. **The Report** You should begin by explaining the promotional mix used by the selected contrasting businesses. Using examples from your research as illustrations you should consider the elements of the promotional mix for each business, and the appropriateness of the promotional activities they have chosen, such as: ● advertising ● personal selling ● sales promotion ● direct marketing ● public relations In the next section of your report the internal and external factors which influence promotional activities should be covered. Use examples to back up your explanation.

	Analyse these factors and show how they are related and their influence. Use examples from your research, things like: ● legal issues ● social factors ● ethical issues ● political influences ● competitive pressures ● the use of statistics and research ● organisational strategies and influences. Complete your report with an evaluation of the extent to which the factors you have analysed have influenced the success of promotional activity. You should review the information you have gathered and bring this together to form a supported conclusion.
Checklist of evidence required	Report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
14/B.D2	Evaluate the extent to which internal and external factors will influence the success of promotional activity.
14/B.M2	Analyse the factors that influence the choice of promotional activity in contrasting businesses.
14/B.P4	Illustrate and explain the influences on the promotional activities used by contrasting businesses.
14/B.P3	Explain the promotional mix used by contrasting businesses.

Vocational Scenario or Context	Continuing your work experience job in marketing communications, and following your research into the promotional campaigns of businesses, the Communications Executive has asked you to fully develop your own independent promotional campaign.

Task 2	You have been asked to prepare a high-quality, independent, creative and costed plan for a promotional campaign. This must be for a product or service of a business you have chosen and must include an evaluation of campaign alternatives. **Independent Research** You should start by carefully choosing a business that will allow you to fully develop a promotional plan for one of its products or services. Your choice of business to use should not be influenced by your peers or teacher. You will need to carry out research into its current promotional activities, and the needs of both the business and the consumer. This research will be used to inform your promotional plan. **Plan for a Promotional Campaign** Begin by describing the target market for an existing product or service of the selected business. You should then plan a campaign before then preparing the campaign.

	Choose a creative and appropriate mix of promotional techniques for the product/service that will allow you to get the key message across to the target audience. You will need to consider the style and tone of your message and the importance of adapting communication techniques to meet this target audience. This mix will need to be fully costed to include production and channel costs. This must be demonstrated in a budget plan. In a report, you need to assess the extent to which your plan meets both business and consumer needs. You should give careful consideration to all elements and come to a conclusion as to which are most important or relevant. Conclude your plan with an evaluation of possible alternatives and justified conclusions on the plan itself and/or possible revisions.

Checklist of evidence required	Research log A portfolio of promotional materials Witness statement testifying independence, self-management and levels of initiative in the preparation and evaluation of the planning of the campaign

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
14/C.D3	Demonstrate individual self-management, research and initiative in the preparation and evaluation of a high-quality and creative plan for a promotional campaign.
14/C.M3	Assess the extent to which the proposed promotional plan meets both business and consumer needs.
14/C.P6	Plan and prepare a costed promotional plan for a product or service for a selected business.
14/C.P5	Describe the target market for a product or service offered by a selected business.

Sources of information to support you with this Assignment	Websites www.cim.co.uk The Chartered Institute of Marketing (CIM) website has a wide range of content and materials include articles and blogs. www.marketingteacher.com Marketing Teacher is a website that uses plain language to describe the key marketing topics. It can be used by both marketing learners and assessors. It has a range of lessons and videos. www.marketingdonut.co.uk/marketing/marketing-strategy Above are some examples of websites. Further useful resources may be found at www.edexcel.com/resources/Pages/default.aspx
Other assessment materials attached to this Assignment Brief	A budgeting plan A planning template